



The Core Group of partners expands the Choose Respect initiative into a comprehensive effort in the community.

Why?

Behaviors are hard to change. A sustained change requires a planned and concerted effort from the whole community. To be effective, this effort must address each of the four areas of influence: kids and their friends, family and caring adults, groups in the community, and a supportive environment.

Where and When?

You can begin growing the Choose Respect initiative in your community as soon as you feel ready.

How?

A variety of options exist for growing the initiative. Each option should be based on the Respect Zones described in Chapter 2. The General Tips & Tools section on the USB Flash Drive that comes with this Playbook contains a sample *Zone Worksheet*.

Option 1: Start with Zone 1 and work your way up.

You've got to start somewhere. The option may be right for you if your organization is just beginning to introduce Choose Respect to the community or your organization has not yet begun to partner with other groups.

Begin by choosing one activity with youth from Zone 1. Expand your efforts to include additional plays from Zone 1. Add activities from Zones 2, 3, and 4 as your experience grows and awareness of Choose Respect messages increases in the community.

Option 2: Coordinate the work of several organizations.

This option is appropriate if several organizations wish to conduct Choose Respect plays independently. All organizations should compare their timelines, so they are not competing for the attention of the target audience in the same time slot. In addition, each organization should complete a Zone Map that describes their activities. Comparing the *Zone Worksheet* of each organization can help the organizations identify where there is overlap and duplicated effort.

If several organizations want to partner together, each can focus on one zone. With this approach, organizations who want to use Choose Respect plays can still address all of the four zones. The goal is to reach audiences in each Respect Zone with messages about respect and healthy behavior.

Option 3: Work together as a coalition on a comprehensive plan.

A third approach is for a diverse set of individuals and representatives of community agencies, schools, and organizations to form a coalition and agree to partner on Choose Respect. This set of partners commits to plan and execute a comprehensive Choose Respect initiative with activities in each of the four Respect Zones. The *Define It* play summarizes the steps of organizing and maintaining a coalition.

Regardless of where your organization or community begins, you can work toward a comprehensive initiative and know that your efforts are making a difference in the lives of kids and their parents.

Resources Needed:

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Respect Zone Summary

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Define It

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Respect Zone Worksheet

Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 3 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 3 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Organizational Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 3 Evaluation Tools contain a feedback form to help you do this.